

1 of 4

Last Received: 06/14/2012 1:53 PM

Showing Buylines: All Lines

| | | | |
|-------------------------|----------------------------------|---------------------------|--------------|
| Agency () | NATIONAL MEDIA RESEARCH PLANNING | Rep Firm | |
| | 815 SLATERS LANE | Sales Office () | WASHINGTON |
| | ALEXANDRIA, VA 22314 | Salesperson () | JAMIE ANDRUS |
| Agency C/P1/P2/E | 155/426/2602 | | |
| Flight Dates | 10/05/2012 - 10/11/2012 | Salesperson Phone# | 202-872-1155 |
| Hiatus Weeks | | Salesperson FAX# | |

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|------------------------|------|----------------|---------|-----|-------------|------------|----------|-------------|
| 1 | F | KSL 5 NW TDY 2 | 6A-7A | :30 | 10/05-10/05 | 1 | \$200.00 | 1 |
| Rating: 2.8 | | | | | | | | |
| 2 | M-TH | KSL 5 NW TDY 2 | 6A-7A | :30 | 10/08-10/11 | 4 | \$200.00 | 4 |
| Rating: 2.8 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 6 | F | TODAY SHW | 7A-8A | :30 | 10/05-10/05 | 1 | \$450.00 | 1 |
| Rating: 2.8 | | | | | | | | |
| 7 | M-TH | TODAY SHW | 7A-8A | :30 | 10/08-10/11 | 4 | \$450.00 | 4 |
| Rating: 2.8 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 11 | SU | MEET PRESS-SUN | 8A-9A | :30 | 10/07-10/07 | 1 | \$150.00 | 1 |
| Rating: 1.2 | | | | | | | | |
| 12 | F | KSL 5 NWS AT 5 | 5P-530P | :30 | 10/05-10/05 | 1 | \$400.00 | 1 |
| Rating: 2.8 | | | | | | | | |
| 13 | M-TH | KSL 5 NWS AT 5 | 5P-530P | :30 | 10/08-10/11 | 4 | \$400.00 | 4 |
| Rating: 2.8 | | | | | | | | |
| Buyline Comment: 1/DAY | | | | | | | | |
| 17 | F | KSL 5 NWS AT 6 | 6P-630P | :30 | 10/05-10/05 | 1 | \$500.00 | 1 |
| Rating: 3.8 | | | | | | | | |

Station KSL-TV SALT LAKE CITY Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm () WASHINGTON
Advertiser () NRCC-NATL REPUB CONG 815 SLATERS LANE Sales Office () JAMIE ANDRUS
Product NRCC IE 2012 ALEXANDRIA, VA 22314 Salesperson ()
Estimate# 2602 Agency C/P1/P2/E 155/426/2602 Salesperson Phone# 202-872-1155
Buyer TRACEY ROBINSON Flight Dates 10/05/2012 - 10/11/2012 Salesperson FAX#
Phone# Hiatus Weeks

| Ln | Day | Program | Time | Len | Dates | Spots/Week | Rate | Total Spots |
|---------------------------------------|------|----------------|-------------|-----|-------------|------------|------------|-------------|
| 37 | SU | KSL 5 NWS-10 | 10P-1035P | :30 | 10/07-10/07 | 1 | \$2,100.00 | 1 |
| Rating: 8.6 | | | | | | | | |
| 38 | F | TONITE SHW | 1035P-1137P | :30 | 10/05-10/05 | 1 | \$550.00 | 1 |
| Rating: 3.4 | | | | | | | | |
| 39 | M,TH | TONITE SHW | 1035P-1137P | :30 | 10/08-10/11 | 2 | \$550.00 | 2 |
| Rating: 3.4 Buyline Comment: 1/DAY | | | | | | | | |
| 41 | SA | SPORTS BEAT SA | 1035P-1105P | :30 | 10/06-10/06 | 1 | \$375.00 | 1 |
| Rating: 3.0 | | | | | | | | |
| 42 | SU | SPORTS BEAT SU | 1035P-11P | :30 | 10/07-10/07 | 1 | \$475.00 | 1 |
| Rating: 4.4 | | | | | | | | |

---REPORT TOTALS---
Report Totals: 42 / \$28,850.00

---SALES MONTHLY TOTALS---

Oct 12: 42 / \$28,850.00
Sales Totals: 42 / \$28,850.00
Station Totals: 42 / \$28,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
Market Totals \$96,167
CABL 0% KJZZ 0% KSL 30% KSTU 0% KTVX 0%
KUCW 0% KUTV 0% UNKN 70%

Books null
Demos RA35+

EC'd Yes

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Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product NRCC IE 2012
Estimate# 2602
Buyer TRACEY ROBINSON
Phone#
Fax#

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815 SLATERS LANE
ALEXANDRIA, VA 22314
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